2011


Lehigh Valley Health Network

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The Dorothy Rider Pool Health Care Trust
Supporting superior health care for the community
“One person can make a difference, and every person should try.” Those words, spoken nearly a half-century ago by the late President John F. Kennedy, continue to resonate today, reminding each of us of our ability—and responsibility—to improve the lives of those around us. That’s just what you’re doing through your generous support of Lehigh Valley Health Network.

Whether your support is through a direct financial contribution, a gift through your estate, an in-kind contribution or a donation of your time and talent, all your gifts share one thing in common—they help us carry out our mission to heal, comfort and care for the people of our community. In our 2011 Inspire Annual Report, you’ll meet many people who have experienced the high quality of our care firsthand and have chosen to generously support our mission.

Erin and Adam Stauffer were so impressed by the emergency services provided to their daughter, Kendall, they decided to support our new Children’s ER. Sara Brown and her late husband, Harry, were so moved by the kindness and compassion he received in our hospice program, they decided Sara should send the program a monthly check in his memory. She also supports our mission as a hospice volunteer.

Volunteer support is the backbone of the annual Summer Festival at Lehigh Valley Hospital–Muhlenberg. For the past half-century, dedicated community members have planned and operated this cherished family tradition, which helps us raise money to provide the best possible care for every patient.

You’ll also see the names of hundreds of friends and neighbors in the community who join you in making our mission possible. It’s clear that even the smallest gift has the power to change, improve and save lives.

Thank you for your support, and thank you for caring enough to make a difference.

Charles G. Lewis
Senior Vice President, External Affairs

Jefferson K. Aiken Jr., DMin
Chair, Development Committee
Furthering the Vision

We expand upon the foundation built by Leonard Parker Pool

More than 40 years ago, Leonard Parker Pool had a vision to create a superior regional hospital in the Lehigh Valley. The landscape of health care regionally and nationally has changed greatly in those four decades, yet we at Lehigh Valley Health Network remain true to Mr. Pool’s vision.

Three recent recognitions in particular humbled me and filled me with pride. We are ranked among “America’s Best Hospitals” by U.S. News & World Report for the 16th consecutive year. What makes this year’s rankings extra special is that Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–Muhlenberg are ranked as the No.1 and No.2 hospitals in the Allentown-Bethlehem-Easton region. This honor is a testament to the strong foundation Mr. Pool set, and a tribute to the dedication and commitment of our 10,000 network colleagues.

So, too, is our recognition as a Magnet™ health network. Only 37 hospitals nationwide earned this designation for nursing excellence. This year, we earned it for the third time. Our quality also was recognized by The Joint Commission, which named us a national “Top Performer” in achieving positive patient outcomes for heart attack, heart failure, pneumonia and surgical care. Approximately 14 percent of Joint Commission-accredited hospitals achieved this distinction.

How are we able to continue to set the pace? It’s because of the generosity you provide. We’re especially grateful for the support we receive from The Dorothy Rider Pool Health Care Trust. Since 1976, the trust has provided our health network with more than $115 million to further Mr. Pool’s vision. You can read about the history and vision of the trust inside this 2011 Inspire Annual Report.

You also can learn how our Auxiliary of Lehigh Valley Hospital Endowed Chair in Critical Care Medicine helps us embrace high-technology, high-quality care. And you’ll learn how partnerships with groups like Capital BlueCross and the Harry C. Trexler Trust create healthier children and stronger schools.

As our health network prepares to tackle health care reform, your support is more vital than ever. At each step of the way, we will continue to dedicate ourselves to value—delivering care that is both high-quality and efficient. It’s how we will further Mr. Pool’s vision now and well into the future.

Ronald W. Swinfard, MD
President and Chief Executive Officer
Bill and Phyllis Grube opened up their lovely home to host the annual meeting of The Leonard Pool Society, which has contributed nearly $2.2 million to support Lehigh Valley Health Network over the past 14 years. Members continued that tradition of generosity this year with an aggregate gift of more than $220,000.

Fiscal year 2011 aggregate gifts will be used to install a rooftop healing garden at Lehigh Valley Hospital–Muhlenberg and purchase several pieces of new technology: a pediatric bronchoscope; an intuitive surgical robotic endoscope; and two-way radio repeaters for the health network’s MedEvac helicopters and emergency medical services department. The gift will also support the “Miles of Smiles” mobile dental clinic and the No One Dies Alone and GlitterBug programs. Here are scenes from the event:
STANDING TOGETHER—The Leonard Pool Society is committed to keeping the community healthy and safe. Helping to fulfill that commitment are 2011 Advisory Board Members: (bottom step, l-r) Paul Vikner, Kathy Gray, DNP, Wenda Boyer, Lisa Fraenkel, Clair Miller; (second step, l-r) Patti Lehr, Ellen Bishop, MD, Debbie Salas-Lopez, MD; (third step, l-r) immediate past president Patricia Mullin, Libby Aiken, Linda Ebert; (fourth step, l-r) Jo-Ann Kelly, Gale Schlechter; (fifth step, l-r) Kevin Sprague, president Joann Brusko; (sixth step, l-r) Tom Whalen, MD, and Paul Wirth. Not pictured: Karen Bretz, MD, Emily Freudenberger, Julie Gubernick, MD, Thomas Miller, Kathleen Reilly, vice president David Richardson, MD, and Robert Wood.
“I hope I have that much energy when I’m 60, let alone 85!”
—Paul Hurd, vice president, major gifts

“She’s a role model for us all.”
—Lise Twiford, vice president of development

“She was a thorough instructor and very down-to-earth.”
—Joanne Fister, RN, class of 1954
Before drifting off to sleep, Josephine Ritz, RN, takes a few moments to enjoy a crossword puzzle. It’s the 85-year-old’s first chance to relax after another long day of phone calls and appointments in her role as director, nursing resources, for Lehigh Valley Health Network’s development department. Her boundless enthusiasm astounds her colleagues. “I hope I have that much energy when I’m 60, let alone 85!” says Paul Hurd, vice president, major gifts.

Josephine has been a familiar face around the health network for more than six decades. She graduated from the Allentown Hospital School of Nursing in 1947 and soon became night supervisor for the hospital, now known as Lehigh Valley Hospital–17th Street. She later served as an instructor and curriculum coordinator for the nursing school before being named director in 1974.

Josephine has a passion for education, but her students always came first. “I decided I would always be there for them,” she says. Her kindness and devotion created a legion of lifelong friends who continue to seek her advice and invite her to alumni reunions. “She was a thorough instructor and very down-to-earth,” says Joanne Fister, RN, class of 1954.

When the school closed in 1988, Josephine was approached by the development department about helping to support the nursing program. “Having no fundraising experience, I told them I’d do it for six months,” she says. Instead, she became an indispensable part of the team, raising millions of dollars to give nurses and clinicians opportunities for continuing education, research and recognition via formal awards. “She’s a role model for us all,” says vice president of development Lise Twiford.

Josephine marvels at the generosity of her nursing colleagues and plans to continue seeking their support—and lending them a hand—as long as she’s healthy. “I enjoy being with people and helping in any way I can,” she says. “It’s my calling.”
Creating the Healthiest Community in America

The Dorothy Rider Pool Health Care Trust brings founder’s vision to life

After arriving in the Lehigh Valley in 1946, Leonard Parker Pool and his wife, Dorothy Rider Pool, committed their time, talents and wealth to enhance the quality of life for all residents in their adopted community.

To ensure their philanthropic efforts continued after their passing, the couple established The Rider-Pool Foundation in 1957. Keeping true to Dorothy’s wishes, the Foundation continues to support education, human services, community development and the arts in the Lehigh Valley.

When Dorothy was diagnosed with cancer in 1966, the Pools were fortunate to have the resources to afford the care Dorothy needed in New York City. After her death in 1967, Leonard wanted to help others in the Lehigh Valley who couldn’t afford to travel out of the area for high-quality care. To accomplish this goal, he designated his estate to establish The Dorothy Rider Pool Health Care Trust. “He wanted to honor his wife, create a superior regional hospital and improve the health of citizens of the Lehigh Valley,” says Edward F. Meehan, executive director of both the Trust and the Foundation.

Through the Trust, Leonard wanted to ensure that what is now Lehigh Valley Health Network would have a dramatic, demonstrable and sustained impact on the health of our community. Activated in 1976 after Leonard’s death, the Trust to date has provided more than $115 million to make Leonard’s vision come to life. The health network uses these funds to recruit and retain top health care providers, improve access to care, support medical education, improve community health and conduct research studies. The Trust also has established four endowed chairs and supported six others.

The Trust also provides funding for community health initiatives the health network supports. “We recognize that even the best hospital in the country can’t address all the health needs of its region,” Meehan says. “That’s why we facilitate and support relationships with community partners.”

So what would Leonard think of Lehigh Valley Health Network today? “I think he would be extraordinarily proud of his hospital, but he was never entirely satisfied,” Meehan says. “He would want to know how we’re making the Lehigh Valley the healthiest community in America.” With the Trust set to expire in 2025, Leonard would be pleased to know the health network is well on its way toward reaching that goal.
Erin and Adam Stauffer know full well the importance of getting immediate health care when a child is ill. When their daughter, Kendall, was an infant, she developed a rare intestinal disorder called intussusception and needed immediate care at Lehigh Valley Hospital–Cedar Crest. There she received the care she needed.

Today, Kendall is 3-1/2, loves spending time with her 1-year-old brother, Cole, and is in good health. And their parents are giving back to the health network. Erin and Adam made a generous donation to support the new Children's ER at Lehigh Valley Hospital–Cedar Crest. The 12-bed facility includes pediatric emergency medicine specialists and a child-life specialist who helps ease children's anxieties. “Having a Children's ER within the hospital is very intriguing,” Erin says. “Knowing there is a safety
net for children right in your backyard is very comforting and gives parents a sense of security.”

The Stauffers see their gift as a way to recognize the care both Kendall and Cole have received. “Both our children were born at Lehigh Valley Hospital–Cedar Crest,” Adam says. “The doctors and nurses knew us by name and always kept us in the loop. They cared for our children and educated us as parents.”

The Stauffers’ donation was enhanced through a matching gift program at Aetna, Erin’s employer. Erin is an account executive with Aetna National Accounts, and Adam is director of major gifts at Lafayette College. The Stauffers believe in the impact of philanthropy and hope their gift will inspire other members of our community to realize that typical families can make a difference in a meaningful way.

“Our hope is that this gift will help Lehigh Valley Health Network fulfill its mission of advancing children’s health care in the Lehigh Valley,” Erin says.
A PRIVILEGE AND BLESSING—
They’re the words Matthew McCambridge, MD, uses to describe the feeling of being named the Auxiliary of Lehigh Valley Hospital Endowed Chair in Critical Care Medicine.
The year was 2004, and Lehigh Valley Health Network was preparing to open an innovative facility called an advanced intensive care unit (AICU). It would be only the second of its kind in the nation. Inside, physicians who specialize in the care of critical patients (intensivists) and nurses would use high-tech patient-monitoring systems to keep a watchful eye on all ICU patients overnight. The AICU wouldn’t replace bedside caregivers, but would serve as an extra layer of monitoring. Would it enhance patient care? There was only one way to find out: research.

Data for the study was collected 16 months before the AICU opened and 10 months after. The findings were remarkable. They showed the AICU, combined with 24/7 direct intensivist supervision, lowered death rates by nearly 30 percent and also decreased ventilator use in critically ill patients. “It proved that by integrating AICU technologies with intensive care, we save lives,” McCambridge says.

As AICUs become more common (there are now 41 nationwide), the chair allows health network researchers to share their findings at national conferences. These presentations also attract the nation’s best physicians to our area who wish to practice at a facility with a leading-edge AICU.

The chair also supports research in the health network’s traditional ICUs. Studies have led to a safer way to sedate patients on a ventilator and zero incidences of central line infections in 2010.

“"It proved that by integrating AICU technologies with intensive care, we save lives.”

—MATTHEW McCAMBRIDGE, MD
SMILES CREATE
SMILES—David Skerpon (left) and Kimberly Lutz (right) of Capital BlueCross are proud that their company supports the “Miles of Smiles” mobile dental clinic because it makes children like (l-r) Gabrielle, Frankie and Thomas smile.
There was a time when Sarah Herb couldn’t even think about dental care for her children, Gabrielle and Frankie. Without a car or means to pay, the Allentown mom viewed dental care as a luxury, not a necessity.

That was before Lehigh Valley Health Network and Capital BlueCross partnered to create the “Miles of Smiles” mobile dental clinic, a dental office on wheels. Now Herb’s sons receive free care at school thanks in part to a generous gift from Capital BlueCross. “Not only is it convenient,” Herb says, “the kids actually love going to the dentist. They get excited to see the staff. It’s awesome.”

Hearing stories like this puts a smile on the face of David Skerpon, Capital BlueCross vice president of corporate communications. It’s one reason the organization made another generous gift to support ongoing mobile dental clinic expenses. “It was an easy decision because there is such a great need for children’s dental care,” Skerpon says.

Poor dental health causes children to miss school, have low self-esteem and may lead to future health problems. The mobile dental clinic is changing that by providing services at four local elementary schools. In its two treatment rooms, dentists and hygienists provide teeth cleanings, fluoride treatments, X-rays, cavity treatments, simple extractions and education on proper brushing, flossing and healthy eating.

Since “Miles of Smiles” hit the road in mid-April 2009, more than 14,750 procedures have been performed for 2,720 patients. More than $960,500 in free dental care has been provided.

To Skerpon, the mobile dental clinic represents something more. “When kids run up to the hygienists and hug them, it shows just how successful this project is,” he says. “It’s more than a mobile dental clinic. It’s people helping people, and that’s what Capital BlueCross is all about.”
In his career as a pediatric surgeon, Tom Whalen, MD, saw the impact child-friendly care has on young patients. “Children aren’t small adults,” Tom says. “You need to speak on their level and bond with them before you act as their doctor.”

Understanding that children need specialized care is one of the reasons Tom, Lehigh Valley Health Network’s new chief medical officer, and his wife, Elaine, a retired nurse, generously donated to name a treatment room in the Children’s ER. “It’s frightening for a small child to be in a hospital,” Tom says. “The Children’s ER is such a welcoming place.”

The Whalens have supported the health network in the past and are members of The Leonard Pool Society. This project was especially close to their hearts. They believe a space designed just for children can make a big difference in alleviating the anxiety young patients can feel when receiving medical care. “It’s not only about having gifted pediatric physicians and nurses—children need to be in the right environment as well,” Tom says.

As the parents of three grown sons, the couple felt a children’s ER was much-needed in the Lehigh Valley. They also hope the Children’s ER will encourage more pediatric specialists to come to the Lehigh Valley. “Speaking as a mother and a nurse, having a place like the Children’s ER here is important on many levels,” Elaine says.

Tom and Elaine also had their 5-year-old grandson, Connor, in mind when donating. “He and his family live out of state, but if Connor could see the Children’s ER, he would say, ‘That’s cool!’” Elaine says. “He would love the interactive wall.”

**Supporting Our Youngest Patients**

Tom and Elaine Whalen name Children’s ER treatment room

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Helping Students Stay Healthy

Harry C. Trexler Trust supports community partnership to share health-related data

Throughout their lives, Gen. Harry C. Trexler and his wife, Mary, were dedicated to creating a better quality of life for Lehigh County citizens. Per their wills, the well-known philanthropic couple’s estates were combined to form a trust that would support the county’s nonprofit organizations. Since its inception, the Trexler Trust has greatly contributed to the growth and vitality of Allentown and surrounding areas.

Through grant funding, the Trexler Trust is now helping Lehigh Valley Health Network implement a clinical community outreach project in the Allentown School District. With this program, In the Best Healthcare Interests of Children, the health network is partnering with St. Luke’s Hospital and Health Network and Sacred Heart HealthCare System to share students’ health-related data with school district nurses.

Using a secure, real-time, web-based electronic system, health care professionals from all four organizations will be able to access the same patient data and communicate electronically. The project will focus specifically on two target populations among children enrolled in the district: those with asthma and those with obesity. Wherever a student goes for care—a school nurse’s office, a primary care office or an emergency department—the same data will be available, providing a better continuity of care to improve compliance and follow-up care.

“The trustees believe this project is a wonderful way to serve children in the Allentown School District,” says Janet Roth, executive director of the Harry C. Trexler Trust. “The project enhances access to care and has tremendous potential to improve health outcomes for these children.”

The district feels this project will lead to a healthier student body. “We’re trying to create more care options for our students and families,” says Susan Lozada, executive director of community and student services for the Allentown School District. “It’s wonderful to find such a collaborative spirit among the larger community.”
A BETTER QUALITY OF LIFE—The Harry C. Trexler Trust is dedicated to carrying out Gen. Harry C. Trexler’s mission to support Allentown and Lehigh County citizens.

ADDRESSING COMMUNITY NEEDS—The Harry C. Trexler Trust trustees carefully consider community needs and work to discover the most effective ways to address them. The trustees are (l-r) Barnet H. Fraenkel, Rev. Daniel G. Gambet, OSFS, Jamie P. Musselman, Robert C. Wood and Malcolm J. Gross.
NICE SHOT!—
Bart Kaericher, guest of Crothall Healthcare, Inc., and Vladimir Iakomi, MD, guest of premier sponsor Health Network Laboratories, celebrate during their doubles match.
Teeing Up to Serve Our Community

Each year, golfers and tennis players gather at Saucon Valley Country Club to help raise money for our community. Since 1992, proceeds of the Annual Golf and Tennis Classic have supported patient care services at Lehigh Valley Hospital–Muhlenberg. This year, the event raised more than $300,000.

GAME-SET-MATCH—Seventeen people, including U.S. Rep. Charlie Dent (back row, third from left) enjoyed the distinctive touch and feel of Saucon Valley’s HAR-TRU clay courts.

GREEN TEAM—Guests of premier sponsor Health Network Laboratories had nothing but good things to say about their round at beautiful and historic Saucon Valley.

DINING AL FRESCO—Golfers enjoy lunch on the terrace at Saucon Valley Country Club.

WHAT A ‘FORE’SOME—John Nuschke, MD, Joseph Candio, MD, Al Saccani and Matt McCambridge, MD (l-r), all guests of gold sponsor Lehigh Valley Health Network Medical Staff, had a fine time on the course while raising money for a good cause.

GOLDEN TICKET—Gold sponsor Bob Mayer, (center), spent the day golfing with his guests.

GOLDFND-wthhis guest.
For five decades, the Lehigh Valley Hospital–Muhlenberg Summer Festival has been more than a place for family fun. It’s been an event that results in enhanced health care for patients of the Bethlehem hospital. As event organizers celebrated the festival’s 50th anniversary, it was again the people of our community who made it such an enormous success.
FROM LEADERS TO LEADER
Lehigh Valley Health Network president and chief executive officer Ron Swinfard, MD (right), and senior vice president of operations Keith Weinhold (left) thank Harold Fabian for serving as the festival’s chairman for more than 20 years.

THEY MAKE IT HAPPEN
Volunteers like (l-r) Ray Frederick, Barbara Yurasits and Tom Walters are the main reason the festival has been successful and enjoyable for so long.

CREATING SMILES
Volunteer Laurel Kandianis (left) can attest to the fact that the festival is full of surprises for young and old alike.
Soldiers returning from service during the Vietnam War were not always given the warmest welcome. Sara Brown believed they deserved better. So whenever possible, she would step away from her job as a custodian for an Allentown clothing factory to visit injured veterans in the hospital.

“We are always here for you, you are never alone,” she would say to reassure them. Before leaving to return to work, she would place a single flower by their bedside, reinforcing the notion that someone, somewhere is always thinking about them. A lifetime of gestures like this have come to define Sara as a selfless person dedicated to helping others, despite her own struggles with cerebral palsy and cancer. Whether it’s $800 to save the life of a neighbor’s dog or $1 to a friend in need, Sara always gives without expecting anything in return.

Selfless generosity is one of the reasons Sara has donated $10 to $20 to Lehigh Valley Health Network’s hospice program every month for the past 23 years. The other reason is the memory of her husband, Harry.

In 1982, Harry was diagnosed with cancer and given six months to live. He defied the odds and lived six more years. During his final months he received hospice care at Lehigh Valley Hospital–Cedar Crest. “Volunteers would sit and talk to Harry every day, and you could tell they truly cared,” Sara says. Harry and Sara decided she would donate something every month—whatever she could afford—to the hospice program to show their gratitude for the kindness and compassion Harry received.

Just like she did for the soldiers she visited all those years ago, Sara now makes sure the hospice program’s patients and families know that someone is always thinking about them—they are never alone.
SUPPORT FOR CHILDREN WITH CANCER

Since being diagnosed with leukemia in 2006, Nick Fritz (bottom right) has dedicated time to helping children with cancer. It’s why Team Nick was formed. In May the team competed in the Ocean City (N.J.) Triathlon for the fifth consecutive year. The money raised supports Lehigh Valley Health Network’s pediatric oncology patients. This year’s donations helped to purchase items such as food and gas cards for families who have to travel a distance for care at the health network. Also, Five Below donated multiple boxes of toys for pediatric cancer patients.

LIFESAVING SUNDAES

Anthony Pilla (right) and Taylor Mele (left), employees of Skipper Dippers Dairy Bar and Grill, just north of Tamaqua, thought it would be cool to name ice cream sundaes after cell phone texting abbreviations. For example, NBD ordinarily means “No Big Deal,” but their NBD sundae would stand for “Nuts and Bananas Drizzled with chocolate.” While researching common abbreviations, they discovered celllimit0.com, Lehigh Valley Health Network’s website that warns people about the dangers of using a cell phone while driving. Skipper Dippers owner and founder Joe Pilla and his wife, Louise (center), decided to help the health network spread the word. Now, customers who purchase any of the six “Texting Sundaes” receive one of the health network’s “Stop Texting” car magnets. Plus, $1 of the purchase price benefits the health network, which the Pillas generously match.
Lehigh Valley Health Network’s youngest burn patients now have special dolls to help them recover from their injuries. Through a fund established with the Philadelphia Burn Prevention Foundation, the Union Historical Fire Society donated “burn buddies” that help pediatric burn patients feel less anxious about dressing changes. Through play therapy, the children use bandages to wrap the areas on the doll where they were burned. The Union Historical Fire Society previously has supported burn care at the health network in various ways, including a generous gift to name a patient room in the Regional Burn Center. Proudly displaying their “buddies” are (l-r) Martha and Mike Kush, Union Historical Fire Society members; John Mecca and his son, John, a burn survivor; and Patricia Porter, president and chief operating officer of the Philadelphia Burn Prevention Foundation.

The way Bob Tavianini sees it, a hospital’s long-term success is directly related to the quality of its future doctors. That’s why he supports Lehigh Valley Health Network’s medical education partnership with the University of South Florida (USF) College of Medicine. After two years at USF’s Tampa campus, students come to the health network for their final two years of clinical training. The program’s initial class will arrive in the Lehigh Valley in 2013. Tavianini’s donation, which will go toward scholarships, was motivated by the high-quality care he recently experienced as a health network patient. “I’m grateful for the care I received,” Tavianini says. “Supporting these students now will help ensure this same high level of care continues in the future.”
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